

IntelliQuest surveys 1,900 Macintosh users

by Lisa Raleigh, *Apple Direct* staff

Every developer wants to know who's using Macintosh computers and what third-party products those users want. Fortunately, several market-research companies are trying to divine this information, but for some developers, the price tag for professional market reports may be a little steep. The purpose of the Market Insight column, then, is to share with you pertinent market information that comes our way.

IntelliQuest, an Austin-based market-research firm, recently completed MediaTrack IQ, a study that snagged our attention. IntelliQuest surveyed 9,654 readers of computer publications—1,900 of those surveyed reported that they use a Macintosh computer. The researchers took a look at who these users are, what their purchasing intentions are, and where they obtain third-party products.

As you dive into this data, though, keep a couple of things in mind: The respondents to this survey are readers of computer publications, indicating a certain level of sophistication that is echoed by the fact that more than 60 percent of the Macintosh-using respondents report that they are advanced computer users or computer professionals. So consider the results that follow as a view of power users, or “influencers,” says Rita Stewart, manager of MediaTrack IQ. In addition, because the information is not based on a survey of “all computer users,” says Stewart, it is probably best to view the results as indicators of trends rather than as definitive market projections.

Who's Buying Mac? Figures 1 and 2 give a work-environment profile of the Macintosh-user respondents to this survey. Figure 1 shows the size of the companies the respondents work for, as compared with the distribution of the general population in the same company-size categories (the comparative figures coming from the Bureau of Labor Statistics). You can see that these Macintosh users are heavily represented in businesses with more than 1,000 employees.

Figure 2 shows the top seven types of businesses for which these users work. Education took the most prominent position, and it is followed by six other industries that accounted for 45 percent of the responses. These Macintosh users, then, appear to represent a fairly broad range of businesses.

Along the same lines, figure 3 gives you the top six job functions of the Macintosh-user respondents—and, again, the results are pretty eclectic. In fact, the results are spread fairly evenly over the six top-named job titles, indicating again that the Macintosh is reaching a diverse audience when it comes to the magazine-reading segment of Macintosh users.

What They Want to Buy. The survey asked which applications the respondents' *organizations* intended to buy in the next 12 months (not just the individuals themselves), and it's evident from the top-ten lists in figures 4 and 5 that there continues to be plenty of interest in acquiring additional applications and peripherals of many types.

Where They're Buying. The Macintosh-user respondents to this survey obtain products from many sources, as you can see in figure 6. The chart underscores the importance of mail order as a distribution channel for this type of user. There's also a fair amount of "direct from manufacturer" distribution going on.

The information provided here is just a small portion of the information gathered by the MediaTrack survey. Overall, the MediaTrack data points up a very broad audience for Macintosh products and a strong interest in acquiring more and more products. It's the audience you reach through computer publications and can be very influential in helping you indirectly reach other Macintosh users.

If you'd like more information about the IntelliQuest MediaTrack IQ study, write to or call Rita Stewart, Manager, MediaTrack IQ, IntelliQuest, Inc., 400 West 15th St., #815, Austin, TX 78701; (512) 320-8585.

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